

THE WASTE WATCHER

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Waste Board Appointment Governor Davis Names Jones as Industry Representative

Steven R. Jones was sworn in March 2 as Governor Gray Davis' second appointee to the California Integrated Waste Management Board. The Governor appointed him to the seat reserved for a person with experience in the private sector waste industry.

Jones, 49, said he was deeply honored to be appointed by Governor Davis and pledged to do everything he can to help California's cities and counties divert half their solid waste from landfills.

"The Governor has made it clear that he wants to protect California's resources and preserve them for generations to come," Jones said. "By diverting materials from landfills, we are able to reuse these materials and reduce the impact on our ecosystems. That's why one of my top priorities will be promoting products made from recycled materials. Californians are doing a great job of recycling; now we have to focus more on 'buy recycled.'"

Jones was officially sworn in by Winston H. Hickox, the state's Secretary for Environmental Protection, at a ceremony at the Waste Board's Sacramento offices. The six-member Waste Board is one of six boards, departments, and offices within Cal/EPA.

He has served as a member of the Waste Board—California's primary recycling agency—since 1997, but his career in the solid waste industry spans more than 25

years. In 1975, he began his career with the Golden Gate Disposal Company, which was cofounded by his wife's grandfather during the horse-and-wagon days nearly a century ago. He worked there as a mechanic's helper, garbage collector, and then parts manager.

Jones worked for Norcal Waste Systems for nearly 20 years. During his career he served as Norcal's vice president of operations, where he was responsible for five divisions with more than 30 operating companies, which included the collection operations management of 16 landfills and 14 transfer stations, materials recovery facilities (MRF), and recycling facilities.

Prior to his appointment to the Waste Board, Jones served as the chief executive officer for Cal Sierra Disposal, Inc., where he designed, secured financing for, and supervised the building of the company's MRF.

Jones' term on the Board expires January 1, 2004.



Steven R. Jones

Statewide Waste Diversion Surges a Record-Setting 20 Percent Since 1990, 140 Million Tons Diverted From Landfills—Infrastructure Paying Off

The amount of materials diverted from California landfills jumped by a record-shattering 20 percent in 1999, the largest yearly increase ever recorded in California—clear evidence that efforts by cities and counties to change the way they handle garbage are a resounding success.

Waste Board Chairman Dan Eaton said that in just 10 years since passage of the California Integrated Waste Management Act, local government and private industry together have rebuilt the state's waste management infrastructure to successfully divert waste for reuse.

"This new infrastructure represents an investment of hundreds of millions of dollars and thousands of new jobs," Eaton said. "We're seeing a return on that investment now in higher diversion rates, and will continue to reap long-term benefits by conserving natural resources and in reducing greenhouse gas emissions from landfills."

Landfills are the largest U.S. source of methane emissions, which are second only to carbon dioxide as a contributor to global warming. Because of its potency on a ton-by-ton basis, methane reductions have a larger impact on climate change, according to the U.S. Environmental Protection Agency.

Since 1990, when the act went into effect, Californians have diverted nearly 140 million tons of solid waste from the state's landfills—enough to fill a line of garbage trucks that would circle the equator more than four times. New estimates by the Waste Board show that 22.2 million tons of

materials were recycled, reused, or otherwise diverted from California landfills in 1999. That's up from 18.5 million tons in 1998, despite a booming state economy that generated an additional 4 million tons of waste last year.

On a percentage basis, the statewide diversion rate climbed by 12 percent last year, from 33 percent in 1998 to 37 percent in 1999, the largest increase since 1992.

Eaton said the dramatic increase in diversion indicates that efforts by the

Waste Board and by local officials around California to meet the 50 percent diversion requirement in 2000 are paying off. The goal was set in 1989 by the Integrated Waste Management Act (known more commonly as AB 939).

"For the past several months, we've been saying that the number of local recycling programs coming on line in the past year or so would pay off. This surge in diversion is clear proof that more and more cities and counties are taking the steps needed to reach the goal," Eaton said.

AB 939 requires cities and counties to divert half their solid waste by the end of this year. The Waste Board will begin determining jurisdictions' success next year after they report their efforts to the Board. Cities and counties that do not expect to reach their goals this year will be able to ask the Board for additional time, but will have to document their previous efforts and demonstrate how they will move forward to reach their targets.

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ESTIMATED STATEWIDE DIVERSION RATES

	Estimated Diversion ^b	Reported Disposal ^b	Estimated Generation ^b	Estimated Diversion Rate
1989 ^a	5.0	44.0	49.0	10%
1990	8.5	42.4	50.9	17%
1991	9.7	39.5	49.2	20%
1992	10.2	38.4	48.6	21%
1993	11.4	36.7	48.1	24%
1994	12.4	36.3	49.7	25%
1995	13.7	36.0	49.7	28%
1996	15.9	35.0	50.9	31%
1997	17.0	35.5	52.5	32%
1998	18.5	37.4	55.9	33%
1999	22.2	37.5	59.7	37%

^a 1989 estimates are based on the best available data at that time. The rise in estimated diversion and the rate of diversion from 1989 to 1990 is attributed to the acquisition of more complete and consistent data under AB 939, as well as adjustments to that data reflecting program expansion since 1989.

^b Data values in million tons per year.

Trash Cutter Awards Honor Cities, Counties for Innovation

If you had spent April 17-18 in Sunnyvale at the city's eighth annual Citywide Garage Sale. You would have had more than 500 garage sales to browse through.

Sunnyvale's Citywide Garage Sale is one of 11 creative approaches recognized by the Waste Board with its 1999 Trash Cutter awards. The awards are issued annually to recognize the innovative efforts of cities and counties to reduce waste.

"We are honoring local programs and their creators who are showing us new ways to cut trash," said Board Chairman Dan Eaton. "Each community must decide what programs meet their unique needs. Clearly, these winners are models for others to follow."

Winners of the 1999 Trash Cutter awards are listed below:

City of Berkeley, Best Organics Management Program—Berkeley has a multifaceted program, including green waste collection, green waste and wood diversion at the transfer station, and its Food Scraps

Collection Project. The city, in cooperation with commercial businesses, helps to divert 8,000 tons of organic waste per year and has a 42 percent overall recycling rate.



Berkeley's Debra Kaufman accepts award from Board Member Daniel G. Pennington.

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Lake County, Best Recycling Program—Lake County instituted an aggressive curbside recycling program through a contract extension negotiated with its two franchise haulers for the unincorporated area of the county. The haulers now provide curbside collection of glass, plastic, metal, newspaper, cardboard, dry cell batteries, film plastic, Styrofoam, metal, used oil, oil filters, and green and wood waste. In addition, the county required the haulers to assume responsibility for drop-off/buyback programs previously handled by the county.

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City of Sunnyvale, Best Waste Prevention Program—Since 1992, Sunnyvale has held its annual Citywide Garage Sale, designed to both reinforce the reuse message among residents and provide them with a way to divert usable household items from the

landfill. It is a much-anticipated annual event, with an average registered participation of 550 homes per year. Sunnyvale has offered technical assistance and made its public education/promotional materials available to many other local govern-



Sunnyvale's Mark Bowers accepts award from Board Member Steven R. Jones.

ment waste programs.

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City of Watsonville, Best Construction and Demolition Debris Management Program—During the deconstruction phase of Watsonville's city hall, valuable materials were saved for reuse in other parts of the city. The reuse of materials enabled the city to "rescue" tons of materials from the waste stream and recycle them. Additionally, the city closed the loop by using recycled-content products during the construction stage of the project.

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City of El Monte, Best Urban Waste Reduction Program—El Monte was recently selected by the National Recycling Coalition as the most outstanding urban program in the nation. The city's recycling rate went from 6 percent in 1994 to a remarkable 34 percent in 1998.

Critical to the city's success has been its recognition of cultural differences and the use of varied approaches to deliver its message. The city uses bilingual waste auditors



El Monte's Richard Garner accepts award from Board Member David A. Roberti.

and written follow-up with recommendations in appropriate languages to assure quality services.

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Monterey Regional Waste Management District, Best Regional Waste Reduction Program—By joining together to address the issues of waste disposal and waste reduction, the member governments of the Monterey Regional Waste Management District have created one of the best waste management systems in North America, as chosen by the Solid Waste Association of North America. The district programs include managing

landfill gas, organics recycling, household hazardous waste, and resale. In 1998, the district diverted 84,000 tons of material, or 27 percent of the region's waste.

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City of Pittsburg, Best Procurement Program—Pittsburg's procurement policy demonstrates the city's commitment to recycling by purchasing recycled-content materials and fostering markets for recycled materials. The city purchases re-refined oil for all its vehicles and recycled-content plastic lumber benches at the city golf course, and is converting city letterhead, envelopes, business cards, and other print items to recycled-content paper.



Pittsburg's Laura Wright accepts award from Board Member Linda Moulton-Patterson.

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County of Santa Cruz, Best Schools Program—Santa Cruz County's Public Schools Resource Conservation Program was created in 1997 through a cooperative effort of local government, local schools, and community nonprofit organizations. The county and the incorporated cities jointly solicited a proposal for a comprehensive schools program that would combine classroom teaching with hands-on recycling. The County Office of Education administers the program and works with each school district to make sure the program achievements are recognized and cost savings from reduced disposal charges are properly acknowledged and channeled back to the individual schools.

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County of Santa Cruz, Best Public Information Program—Santa Cruz County created the Public Information Program to increase waste reduction and participation in its many recycling programs. To reach residents, full-page ads were placed in local and regional newspapers. Each ad is titled "Waste Reduction Tip of the Month" and contains information on the county's recycling options. Aerial advertisements were also used to increase participation in the recycling programs. They have had great success, particularly when the flights occurred during biannual County Cleanup Days, which generated notable reductions in materials landfilled.

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Diversion

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During 1999, the Waste Board stepped up its efforts to assist cities and counties by sending trained waste diversion experts to dozens of communities to help analyze their situation and recommend programs that would best meet their particular needs. In addition, the Board identified 64 communities that needed special attention and worked out agreements with each of them that would result in significant diversion increases.

"The Board will continue working closely this year with every city, county, and

regional agency that asks for help in meeting its diversion requirements," said Eaton.

This year, the Board is planning to focus additional resources on increasing public awareness of the need to buy products made from materials collected in the recycling process. Everything from cars to carpets to paper products can be made from recycled materials, and increasing public support for the "buy recycled" effort is the key to the long-term success of recycling.

'WRAP' of the Year Honors Go to 10 California Businesses

From 566 Winners, Waste Board Recognizes Very Best Recycling and Waste-Cutting Achievements

The Waste Board has honored the recycling and resource-efficiency achievements of 10 businesses with "Waste Reduction Awards Program (WRAP) of the Year" commendations for 1999.

Selected from 566 WRAP winners, the top 10 honorees have demonstrated an outstanding commitment to environmental protection. Their business practices promote recycling, reuse, and waste reduction in model programs that substantially cut the amount of waste California throws away.

Presented during ceremonies held throughout the state, the 1999 WRAP of the Year honors went to the following winners:

Autry Museum of Western Heritage, Los Angeles—This museum is the nation's largest one devoted exclusively to the history of the American West. The facility operates a tree recycling program,



Board Member David A. Roberti addresses WRAP supporters on the staff of the Autry Museum.

irrigates its landscaping with recycled water, donates computer equipment to L.A. SHARES and paper to local schools, and recycles aluminum, glass, plastic, cardboard, and newsprint.

Cagwin & Dorward Landscape Contractors, Novato—A four-time WRAP winner since 1996, this firm has also won water management and other environmental awards. Annually, the company recycles more than 23,000 cubic yards of green waste, 850 gallons of used motor oil, and 1,200 pounds of paper. Cagwin & Dorward's waste reduction efforts save the company \$25,000 a year and its customers, thousands of dollars in water expenses.

Investec, Santa Barbara—With current residential projects representing more than 400 homes in Santa Barbara and San Luis Obispo counties, Investec incorporates sustainable building techniques into its development projects. The company received its award at the Summerland Heights development, a project in which the company diverted wood 83 percent of its construction materials from the waste stream by recycling them.

Kraft Foods, Inc., Visalia—Kraft substantially cut yearly garbage disposal costs by reducing what it formerly discarded. Kraft's Visalia plant donates thousands of pounds of edible food products to Foodlink of Tulare County. All food waste from the plant is recycled at the company's feed mill in Goshen. Waste products from sour cream and cottage cheese production are dried and combined with a corn byproduct and sold as animal feed.

Memorial Hospitals Association (MHA), Modesto—An affiliate of Sutter Health/California Healthcare System, MHA is a nonprofit healthcare corporation. For years, MHA has donated expired products to causes in needy areas, such as Russia's Children's Clinics in Chernobyl. Memorial Medical

Center (MMC), a facility owned and managed by MHA, has a "green team" to oversee its waste reduction education program. In seven months, MMC employees recycled 10,072.5 pounds of white office paper and 21.23 tons of cardboard.

Pebble Beach Company, Monterey County—The Pebble Beach Company, which owns and operates two hotels, four golf courses in the Del Monte Forest, and one in Monterey, has developed a number of programs to reduce, reuse, and recycle waste.

In 1998, the company recycled 326 tons of glass, cardboard, and paper. The most successful program ongoing at the Pebble Beach Company is the green waste recycling project. In 1998, 2,500 tons of compost were produced from golf course



grass clippings and green waste from the forest and then used to amend the soil on the resort's properties. The composting process prevents the spread of a serious forest disease caused by pitch canker spores, which are killed in the compost pile.

Straus Family Creamery, Marin County—A five-time winner of the State's Waste Reduction Awards Program between 1995 and 1999, the creamery has been nationally recognized as an environmental and agricultural pioneer for combining ecologically sensitive manufacturing with farming practices. The Straus Family operation produces high-quality dairy products and packages milk in reusable glass bottles. The one-dollar deposit on milk bottles encourages customers to return the bottles, keeping thousands of plastic and cardboard milk cartons out of the landfill.

Swinerton & Walberg Company, San Francisco—An employee-owned general contractor headquartered in San Francisco with offices throughout the west, Swinerton & Walberg provides construction, construction management, and design/build services for offices, hotels, academia, and retail. The company dedicates its efforts to reduce the impact the construction industry has on the environment and has implemented an aggressive recycling program throughout the corporation.

Trips for Kids/Re-Cyclery, San Rafael—A five-time winner of the WRAP award, this nonprofit operation recycles used bikes and bike parts. It works to keep bikes out of landfills, returning them to the streets as affordable, efficient, environmentally friendly modes of transportation. The organization recycles about 25 bikes a week, repairing and reselling about 10, and donating the rest to other bike repair programs, such as one operated at San Quentin Prison. Bike sale proceeds support nonprofit programs to take inner-city kids on mountain bike trips and help

disadvantaged youth gain job skills by learning to repair bikes.

Unisys Corporation, San Diego—A manufacturer of information management systems, the company has demonstrated an award-winning commitment to the environment. Unisys has modified its packaging process to use biodegradable starch packaging, replacing isocyanate packing foam. In addition, packing materials received are donated for reuse to local companies. Unisys recycles many kinds of materials, from paper and metal to computer parts and landscape greenery, resulting in 80 percent waste diversion. The company's efforts keep nearly 1,500 tons of materials out of local landfills and generate over \$114,000 in revenue.

More than half of California's waste is generated by its strong business sector. Since 1993, the Board has awarded California businesses 2,343 WRAP honors, including the WRAP of the Year awards. The businesses' waste management programs have saved tens of millions of dollars in unnecessary disposal costs, while recycling tons of materials once discarded. In 1998 alone, WRAP winners saved themselves more than \$50 million by reusing or reducing waste.

For a complete list of WRAP winners, including location and business profiles for each, visit us online at:

<http://www.ciwm.ca.gov/WRAP/>

Trash Cutters

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County of Santa Cruz, Best Creative Partnerships—Santa Cruz County's waste diversion goals are being met because of the many partnerships it has created. For example, the California Gray Bears is a local nonprofit seniors organization that manages the recycling center at the landfill. The Valley Women's Club oversees the transfer station recycling center. Both recycling centers are located at the entrance of the sites to allow for total recycling prior to disposal.

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Los Angeles County, Best Innovative Program—In L. A. County, approximately 10 million waste tires are generated annually. The county has created programs to eliminate illegal dumping, reduce waste tire disposal in landfills, stimulate the waste tire recycling market, and encourage other governmental agencies to begin similar programs. Some programs are: the Countywide Rubberized Asphalt Concrete (RAC) and Rubberized Emulsion Aggregate Slurry Program, the RAC Technology Center, the Waste Tire Management Program, and the Waste Tire Amnesty Days.

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The Waste Board's Trash Cutters Web site may

Second Chance to Serve Engineering Projects Give Scrap Tires New Useful Applications

If more scrap tires were used to strengthen hill-sides and embankments in roadway improvement projects or other similar civil engineering efforts, California could save hundreds of thousands of dollars and rid itself of millions of old, discarded tires. To help make this a reality, the Waste Board allocated \$400,000 to help local and State agencies pump new life into millions of deflated scrap tires.

"Given the number of waste tires California deals with annually, old tires should be considered for their reuse potential after they come off our automobiles," said Waste Board Chairman Dan Eaton. "With the right projects, I'm convinced that innovative civil engineering projects can highlight scrap tires' second chance to serve consumers."

The Board approved the Lightweight Fill and Civil Engineering Applications Incentive Contract to help agencies find ways to recycle scrap tires into dozens of public construction projects. Scrap tire shreds have been shown to be economical substitutes for traditional fill materials used in projects that shore up landslide-prone slopes in the mountains and sinking mud flats (as in the Bay Area) or as foundations for highway embankments and airport runways around the state. Board findings show the tire shreds work

as well as other lightweight aggregate, such as Styrofoam and wood chips that are routinely used as fill, and often cost less.

In 1998, the California Department of Transportation (Caltrans) used the equivalent of 3.3 million tires to reinforce roadway embankments with 45,727 cubic yards of traditional lightweight fill material. Had waste tire shreds been used instead, the Board estimates the Department could have saved over \$500,000 on the projects.

The contract will set aside funds the Waste Board can use to purchase scrap tire shreds and provide engineering assistance as an incentive for State and local government agencies to try the nontraditional fill material in public works projects. By paying for the tires, the Board can help agencies cut overall project expenses and provide a forum to demonstrate the effectiveness of tire shreds in such efforts.

An estimated 31 million waste tires are generated in California each year. Another 2 million to 3 million are imported into the state. Roughly two-thirds of the waste tires are recycled, but due to market economics, well over 10 million used tires are still disposed. If not properly handled, waste tires pose environmental hazards and take up valuable landfill space. In 1998, recycled rubber shreds from approxi-

mately 18 to 20 million waste tires were used in civil engineering applications around the country, making such projects the second largest end use for scrap tires in the nation. In California, comparatively few scrap tires are used in such projects, although there are indications that interest is growing in this field.



Discarded tires have uses.



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